

# **Bulletin 160-05**

## **Public Workshops**

### **Lessons Learned**

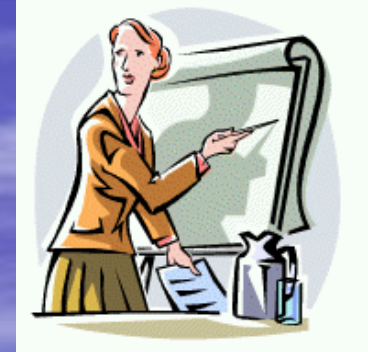
The Good, the Bad  
and the Ugh

# OVERVIEW

- **Timeframe: June-July 2005**
- **Number Workshops: 15**
  - Daytime: 11, Nighttime: 2
  - Nighttime phone-in: 2
- **Locations:** Oakland, Sacramento (2), Redding, Eureka, Tracy, San Diego, Los Angeles, Coachella, Bakersfield, San Luis Obispo, Fresno, Chino
- **Total Attendance: 250 People**
- **Speakers: 21**



# Workshop Format



- Most participants appreciated the format, contributed and “had their say” within the workshop.
- Some with formal oral comments wanted to present first in the workshop, rather than at the end.
- Most participants came without having read the Plan.
- Those without prior knowledge liked table breakout sessions, learning from others and sharing their ideas.
- Tables shared ideas with one another.
- Time was given for formal comments or speeches.
- Evening sessions (phone and in-person) were conducted more like traditional hearings.

# Role of Participants and Staff



- DWR technical staff meeting with stakeholders and answering questions of clarification was helpful and appreciated by participants.
- Staff sat at the tables and recorded table-level discussions. However, participants sometimes called upon staff to facilitate discussion and ask guiding questions.
- Table Groups were reluctant to assign roles (recorder, facilitator, timekeeper); however, facilitators easily encouraged them to do so and move forward with discussion.



# AC Member Role



- Advisory Committee members speaking at the meetings were extremely effective: they provided credibility, shared insights, and raised the level of interest among participants.
- A common question in the table notes was, "How were AC members chosen?"
- *Advisory Committee View* and common "AC member talking points" helped AC presenters and provided consistency across meetings.



# Other Observations

- Few chose to speak during the designated speaking time at the end of the meeting.
- Worksheets were *essential* to keep comments and table-level discussion focused.
- Consolidating people into larger, fewer Table Groups helped pull all participants into the discussion.
- Almost all participants stayed until the end of the workshops. Very few people left early and those that did said it was because of personal time constraints.





# Outreach

- Broader outreach needed. Except for agriculture, the private and for-profit sector (e.g. businesses, developers and landscapers, etc.) were not represented in the meetings.
- Stakeholders had not heard about nor seen the Water Plan in the mass media (newspaper, radio, public T.V., etc.).
- Phone-in sessions were not well attended. Telephone attendees found out about sessions through personal contacts. Those who attended liked the format.
- Scheduling conflicts affected attendance. For example, on June 30 in Fresno, the Water Plan meeting was at the same time as the San Joaquin Valley Air Pollution Control District hearing for air quality emissions and fees rules.



# Outreach Next Time

- “Piggy-backing” on other standing stakeholder forums helped. Los Angeles, scheduled in place of the regular Southern CA Water Dialogue meeting, had the best attendance.
- Define schedule a little more in advance so notices can be placed in topical publications and newsletters and workshops planned around existing meetings.
- Work more closely with DWR communications to develop a standard press release that can be customized and targeted to local press.
- Obtain greater AC assistance in placing items in local press and in reaching other audiences.



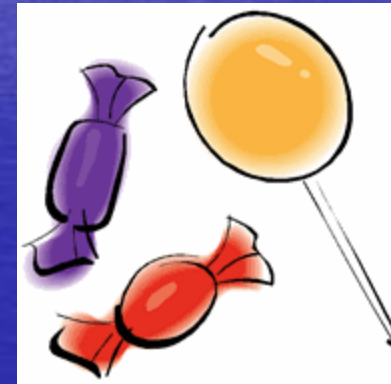


# Logistics

- Changing dates and deadlines prior to Public Review Draft release made scheduling workshops very difficult.
- Reliance upon “donated” or “free” public meeting rooms also made it difficult to schedule back-to-back days for geographic continuity.
- The lack of control over the quality of meeting rooms proved challenging.
- Some locations were inconvenient, far from population or traffic centers.
- In large rooms, microphones during reports and Q&As promoted public dialogue as people heard comments clearly.

# Other

- People liked having sweets.
- Some suggested the small turn-out might have may have been because of relatively little controversy in the Water Plan (i.e., high comfort level, low fury factor) rather than boycott or apathy.
- HOW DID TURN-OUT COMPARE TO PREVIOUS B-160s ????





# COMPARED TO LAST TIME

## Bulletin 160-98

### Public hearings

- Timeframe: January-February, 1998
- Number: 8
- Daytime: 6 (4 of those at 4 p.m.), Nighttime: 2
- Locations: Rancho Mirage, Ontario (2), Sacramento, Concord (2), Fresno, Redding.
- Total Attendance: 104
- Speakers: 7

**Public comments:** The public draft of Bulletin 160-98 was released in January, 1998 and on March 25, the public comment period was extended through April 15. DWR received 7 oral comments from public hearings and 203 written comments. According to a CALFED memo, DWR received more than 1000 pages of comments.

# Compared to **Bulletin 160-93**

## Public hearings

- Number: 21
- Daytime: 12 or 13
- Nighttime: 8 or 9 (three meetings were held in Santa Ana and it is unclear whether 2 were in the afternoon or evening)
- Locations: Santa Ana, Oakland, San Luis Obispo, Visalia, Truckee, Victorville, Red Bluff, Eureka, Stockton, Palm Desert
- Total Attendance: 250
- Speakers: 99





# REFLECTIONS